The issue of literary norms in the language of cinema

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ABSTRACT

The article considers some aspects of cinema art that differ from other forms of art, the concept of "language of cinema" and its features, literary norms, and the names of films. The following features of the language of cinema are listed: audio-visuality, mobility, imagery, expressiveness, communicativeness, entertainment, personality for the screen, sociality, simplicity, attractiveness, understanding. It is argued that the creation of a film corresponding to our time is directly related to the analysis of the language of cinema in a linguistic aspect. And also, some deviations from literary norms in the names of Uzbek films in the period of independence have been clarified. The spelling, punctuation, morphological, and stylistic deviations in the names of films are analyzed.

Keywords: art, cinema, language of cinema, features of the "language of cinema", literary norm, movie names, spelling norms, punctuation norms, morphological norms, stylistic norms.

1. INTRODUCTION

By Nature man was created always tries and makes discoveries and inventions. Of course, these creatures help us meet some of our needs. Especially, any kind of art, it is the highest product of human thinking and it is a pleasure for people to enjoy. . Зеро, "Санъат [а] бадиий ижодиёт ва унинг ҳар бир айрим сохаси; амалий-татбикий сохаларнинг ўзига хос иш услуби, системаси; кўчма маънода: юксак махорат, усталик" [7, Б.20] (For, "Art is an artistic creation and every aspect of it; the specific mode of work, system of practical and applied spheres; in the portable sense: high skill, mastery" [7, p.20]) is a very comprehensive and general conception and has several meanings. This is stated in A. Fitrat's "Rules of Literature": "In a beautiful arts, commodity (material) is the sound, and the tone is beautiful music; paintings, lines are pictures; stone or other type of ore is a sculpture; stone, wood, brick, plaster be architecture; the body and the tango movements are a dance; and the sentence, word is literature. "[2, р.12] ("Гўзал санъатларда товар (материёл) товуш, оханг бўлса, гўзал санъат мусикий бўладир; бўёвлар, чизиклар бўлса расм бўладир; тош ё бошка турлари маъданлар бўлса, ҳайкалчилик бўладир; тош, ёғоч, кирпич, ганч, турпок бўлса бўлса, меъморлиқ бўладир; тан, муға харакатлари эса ўйун (танс) бўладир; гап, сўз эса адабиёт бўладир" [2, Б.12]..)From the words of the scholar, we can say that art came from a material or corporealmeans, which nourishes our eyes, moods, and miracle whichfeeds our spirits.

Cinema is the youngest among the arts. For this reason, most researchers focus on comparisons with literature, architecture, painting, theater, and music. Of course, there is a significant difference between them. Literature and cinema are very close together. In our opinion, the film incorporates some aspect of each of its pre-existing art forms. In particular, theater, drama, action photography, colourimage compositions, story, art, literature, symphonic music polyphony, the sound can be said. So, when it comes to film language, it is important to pay attention the above.

2. LITERATURE REVIEW

The development of the general theory of communication and semiotics puts audiovisual, primarily screen, communication systems in the spotlight of scientists. Screenshots, which are part of this multifunctional sphere, cannot be understood without regard to the regularities of audiovisual communication for all (including non-artists). With the development of semiotics, which considers the screen to be one of many means of communication, there is a tendency to create a film language system

based on the latest achievements of linguistics, aesthetics, psychology and other sciences. Theoretical foundations of film and cinema language based on linguosemiotic concepts R. R. Barth, Vyach. Ivanov, Yu.Lotman , K.Metts , P.Pazolini , B.Eynchenba um, R.Yakobson, in a general methodological sphere philosophical problems V.Saltini, film aesthetics and psychology combined with the issue of J.Mitri, film language psychology and the relationship between semiotics has been extensively studied by R. Bellur [5] .

The usage of the concept of Cinema began after S. Eisenshetyn's research. As a result of scholarly research, the film language was initially considered to be "a means of expressiveness and visualization." - artistic and technical methods that can be implemented directly in cinema "[8].

3. GOALS AND OBJECTIVES

The above-mentioned features should only serve the development of society. Because, cinema language is a powerful tool in upbringing. Because the art of film does not choose age, it does not require a certain level of knowledge and skills. Ignoring these aspects and linguistically indifferent to the language of cinema is indifferent to the fate of society and the state language. Therefore, the purpose of the study a variety of film language, linguistics level, orfoepik, morphological, lexical and other linguistic aspects need to study at the stained revealing. The purpose of this research the following task only puts them:

- Explanation the concept of cinema language;
- to determine the relation of film language to literary standards;
- Determination of normative deviations in the cinema language;
- to identify the disorder of language norms observed in the movie titles;
- Interpretation of the revealed violations;
- to give examples of normative deviations in oral form of cinema language

The research has shown that the use of humor may affect learner motivation and friendly classroom atmosphere, which are the key points of any teaching philosophy.

4. METHODS

The article used component, differential-semantic, observation and comparison techniques to determine the language of cinema, and in particular the title of films, to literary norms.

About Cinema Language. Each art speaks its own language. In particular, the film also communicates with its audience in its own language. Cinema is a multilateral concept. The emergence of this notion has to do with the emergence of sound movies. It is known from history that films were initially silent. Creation of a sound type of cinema has given rise to the level of art in cinema. As the main weapon in literature is the word, the main medium of cinema is its language. This language is inextricably linked to a language that is used in other forms of art, or as a means of communication between people, although in some ways similar but fundamentally different. Observations on the language of cinema have revealed that this understanding has been studied from different scientific perspectives.

Features of Cinema Language. "The textbook's interpretation of literary texts lists the following features of film language:"

- 1) The photographic nature of the movie;
- 2) presence of movement;
- 3) related to special techniques involving images [8].

Yu.M. Lotman said that the language of cinema is a framework of values and meanings, that it holds a spatial and temporal image of reality and that the film tells the story through moving images. Film expert A. Tarkovsky also supports his views [8].

We list the following features of the movie language:

- 1. Audiovisual.
- 2. Mobility.
- 3. Symbolism.
- 4. Imaging.
- 5. Expressiveness.
- 6. Communication.

- 7. Entertainment.
- 8. Screen Specification.
- 9. Socialism.
- 10. Compactness.
- 11. Self-indulgence.
- 12. Understandability.

Cinema is focused on the public, society, and therefore everything in the movie is the key to education. In general, art relies on the achievements of science to represent life through images. Imaging is a universal tool that unites all forms of art and provides commonality and similarity. "There is no art outside the image form" (Oybek). In particular, the language of cinema is one of the main means of ensuring the cinema's image. Every word in the movie language has its own load. When using this "burden" we must not forget the literary standard.

The concept of literary norms. Literary norm is observance of the norms of literary language. These principles control the speech of the tongue and promote unity and cohesion. Prevents the use of words in a variety of ways, in different ways, in controversial ways. For, "The standard [a. size, basic dimension; 1] an official, universally accepted, generally accepted procedure of entry into the rule of law. Legal norms. Ethics. 2. Something, work, etc. quantity, degree of demand, symbol size. Everything is good in its own right." [1, p.462].

So, in principle, every sector of society gallows concept. Failure to comply with a norm or a failure to correct it in a timely manner may undermine originality, substance, or originality. Principles of literary language into the one of the main tools for all sectors equally belong.

Today, Uzbek national cinema has its place and status. Our government has created the necessary conditions for its role in world cinema. In the Decree of President Sh.M. Mirziyoev "On Additional Measures for the Development of National Cinema Industry" there mentioned a number of problems in the development of the Uzbek national film industry and its competitiveness in the film market.

One of the problems is "the low ideological and artistic level of the film productions, the poor quality of screenwriting, directing and acting, the often lack of artistic images that serve as moral examples for young people. Such as the fight against the implementation of the main goals of the national cinema does not, "he said. [1] This solution of this problem is directly due to the film.

5. RESULTS AND CONCLUSIONS

As we observe Uzbek films during the years of independence, numerically commercial films dominate. But the literary standard in the language of commercial films is in dire straits. Although most of these films are not broadcast on national television, they are being shown daily on both non-profit and non-governmental TV- channels. And films that have never been seen on screen have been shown in cinemas at once. In addition, movies are available on the Internet and in hard copy stores. The point is that the literary standard of the movie language, regardless of its status, has been shown to be a part of society and has had an impact.

We have analyzed the language of some Uzbek films that have appeared on the screen during the years of independence. We have chosen cases based on that have been deviated more from the literary standard. This principle has drawn our attention to commercial films.

The conditions and privileges created for the filmmakers are inadequate today. Every creative capacity, which is, financially afforded to diagnostics interesting, no barrier-product of their talents, the movie photography and cinema can be. Some of them turned this opportunity into business.

Names of the movies. Cinema language can also be distinguished from two types: 1) oral; 2) writing. The spoken language of the cinema is a combination of words cast on screen, expressed in the actors' speech. The written form is the words that appear on the screen when the movie starts, that is, the name of the movie, the recordings of its creators. In either case, the viewer is informed. Here are some of the films that have been filmed in recent years: "Holiday Joke" (Байрам хазили) (2014), "Hello Group" (Салом группадагилар), "Beat My Darling, Beat me" (Уринг жоним, уринг) (2015), "Му Heart Is Yours" (Юрагим сеники) (2015), "I'm Liar" (Мен ёлғончиман) (2016), "So You Love Me" (Демак севасан) (2016), "Don't Be Rich, Be Generous" (Бой бўлма, сахий бўл) (2016), "Press Gas, Jamshid" (Газини бос, Жамшид) (2017), "Savior" (Халоскор)(2017), "Love Me" (Мени сев) (2017), "Wonder"

(Ажаб бўлибди) (2017), "Sumalyak Casting or Non-flying kite "(Сумалак кастинг ёхуд учмаган варрак)(2018), "Devils in the Guise of Angel or Mask" (Хиёнат ёхуд фаришта никобидаги шайтонлар) (2019), "Narcotic-seller is a torture in inquiry" Оғуфуриш терговдаги кийнок) (2019), "Dear Dad" (Жоним дадам), "Fluff Bride" (Пахмок келин) (2019), "Here's the Moment" (Ана холос) (2019), "Amiran" (Амиран) (2019), "Warior mother-in-law" (Жанговар қайнона) (2019), "Оһ, Salima, Salima" (Оҳ, Салима, Салима) (2019), "Frozen" (Музлаган) (2019), "Honeymoon" (Асал ойи) (2019), "Bride Without Fate" (Такдирсиз келин) (2019), Out of service " (Хизмат доирасидан ташқарида)(2019), "Mr. Hot-dog" (Жаноб Ҳот-догчи) (2019), "Love- does not love" (Севади севмайди) (2019), "Millionaire bride" (Милёнер келин) (2019), "Be mine" (Меники бўл) (2019), "Mother favorite" (Онасини эркаси) (2019), "Sister-in-law" (Қайнисингил) (2019) and so on.

Literary standards in movie titles. The following types of literary norms are not followed in the film titles:

- **1. Orthography Norm:** "Байрам хазили" (хазили эмас ҳазили), "Бой бўлма, саҳий бўл" (саҳий эмас саҳий), "Ҳалоскор" (ҳалоскор эмас ҳалоскор), "Хиёнат ёҳуд фаришта ниқобидаги шайтонлар", "Сумалак кастинг ёҳуд учмаган варрак" (ёҳуд эмас ёҳуд), "Милёнер келин" (милёнер эмас миллионер), "Оғуфуриш терговдаги қийноқ" (оғуфуриш эмас оғуфуруш), "Қайнисингил" (қайнисингил эмас қайнсингил).
- **2. Morphological Norm:** »Mother Favorite»- In this movie, the suffix insertion is misused. It should be (Mother's Favorite). *The masculine suffix in the* word "masculine *requires the presence of* a *target* before it. In the name of the movie, the violation of such morphological norms is due to dialect. Most dialects that speak in the dialect of the deaf are usually used interchangeably between the target and the earliest.
 - 3. Punctuation standard: "Hello group" (after the greeting

Comma must be set up),(Hello, group) "Beat my darling, beat!"

A comma must be entered after "beat,), "So you love" (after the word "So" comma must be entered).

4. Stylistic Norm: "Fabric Bride" - The word "bride" and the word "fluff"

is not logical to use together. Because the meanings of the word "**pahmak**" in the explanatory dictionary are: Wadding, fluff, fuzz, hairy. : "**Пахмок I**1сфт. Тартибсиз ўсиб кетган, ўсик, хурпайган. *Пахмок соч.* 2 Шох-шаббаси тартибсиз ўсиб тарвакайлаган сада шаклидаги. 3 Юнги ёки соч-соколи ўсик, барок. **Пахмок II** Бир томони тукли, майин ва калин ип газлама; бумазей" [3, Б.579]. From the dictionary's explanation, it is clear that the term "beard" can be applied to hair and beard, but the tree is not justified. It may have been used in the sense of a *bridal hair*. But we also think it is important to refer to the word *hair* to express it. The bride does not have cotton. In addition, the bride's accompaniment with the word "fluff" was negative. Some viewers who have heard the name come to the conclusion that it is possible to use this word for the bride, and she accidentally uses it in her speech.

"War-mother-in-law" ("Жанговар қайнона")-is a natural question for the audience to hear the name of the movie. The word war is war, war-time; proved to be fierce in battle and to prove himself in battle; ambitious; daily, everyday, active; fiery" [3, p.272]. So, the word is more than the battlefield and fought his courageous. Now, which mother-in-law is involved in the war, or does she show courage? True, there may be wars, quarrels, conflicts between the mother-in-law and the bride, but it should not be confused with war, which is a warlike word. From the literal meaning of the word war, it is not appropriate to understand in the sense of "active mother-in-law, fiery mother-in-law." In general, we do not think that the word "warfare" comes with the word "mother-in-law" in both the sense and the portable meaning.

"Bride without fate" - neither the bride nor the person can be without fate. Everyone has their own destiny. When we *looked at* the *explanatory dictionary* we saw the word *fate*, but we cannot see the word "without fate." The logical meaning that these two words are not *intertwined*, that is, the *fate of the bride without* form, properly formed financially, but not in meaning.

"Press the gas, Jamshid!" - This phrase is completely unacceptable to the title of the movie. First, the phrase is characteristic of the vocabulary, and secondly, it is necessary to use the gas instead of the word styles, and thirdly, there is no meaning in the sentence. The name of the movie is full of nonsense and childishness.

"Beat my darling beat!" - the person who heard the name of the movie is shocked. Why is the name so used, can a person use the word beatforoneself? The word usually means the embodiment of the negative meaning. Such questions may only be raised by older audiences, but kindergarten and school-age children will receive as much as possible. When you watch a movie, you will see that the plot is ridiculous, absurd and meaningless. The purpose of the movie, the idea that it wants to convey, and the idea to be propagated is left open and unclear.

The names of films such as "My heart is yours", "Love me", "SoYou love me", "Love-doesn't love", "Be mine" are associated with translation of foreign movie titles. In our opinion, it is necessary to take into account the mentality of the people when choosing the title of the movie. Gossip, humor, honor and dignity of the Uzbek people are different. The casting of these ancient values, their use in the name of cinema and their presenting to the public are equivalent to striking the fate of the nation.

"I am a liar" - when we hear the name, we mean the person who boasts of his deceit and who makes his lie public. Is the lie a virtue or a defect? Of course, it has a negative connotation, so why should we use words that promote the good in the public? There is magic in the word too. This magic should be used only for the sake of good.

In the name of films such as "Wonder", "Here's the moment", the style of conversation is leading. "Жуда бой, чиройли тилимиз бор. Бу тилда ифода этиб бўлмайдиган фикр, туйғу йўк"дир (А.Қахҳор). ("We have the rich, beautiful language. In this language can't be thoughts, without emotions « (A.Qahhor) . That is why we can use unique words in the film and convey the beauty of our language to the audience. By this method, we have contributed a little to the development of our native language.

Note the names of such films as "Sumalyak Casting or Non-flying kite", "Hello group", "Mr. Hotdog", "Amiran». In our language casting, group, hot-dog words are used, but this do not take place in all the words in the dictionary. The word group is given in the dictionary as a synonym for *group*, *gang* and *band*. Film named "*the group*" it is the telegram word established channel of online communication group sense. At first glance, this film seems to have a modernity, but in fact it is not the title that is being raised on the topic of the day.

The word casting is now used in the sense of choice in various fields of art. In this movie, the word sumalak is used conterminous. This is an indication of widespread word. It is the equivalent of the English use of the word in their language choice disrespect, ignore the sign.

Hot-dog (English: hot dog - literally, "hot dog") is a delectable, fast-food type of meat with special soft bread. Made in the USA and consumed the most. It is absurd to name a movie before using the word hot-dog, and first of all, to bring this type of food and the food maker to the spotlight, because firstly, it is not national cuisine, and secondly, the popularity of hot dogs. is the same as promoting the culture, lexical unity of its representatives.

The word *Amiran* is not reflected in Uzbek dictionaries. What is the purpose of making this word unclear what does it mean? This is our concern. In any case, it was preferable to choose a clear word. For, "The simpler the word, the clearer it becomes. The more the word is used, the more powerful and convincing the sentence is"- M. Gorky.

"Narcotic-seller is a torture in inquiry" is a stupid phrase.

We have analyzed some of the literary norms and disorders we have mentioned above. From this situation you can imagine that if the movie is in such a state, the verbal form of the movie language will also disappoints you.

Look at these notes: from film "Shelter": "Ока, шу мани қўриқлийди деб ўйлавозми?", "Яхшиликча сур бўттан", "Котта кўча", "Ў, братан, табриклимиза", "Қўрквоссанми?", "Ҳақиқатни этинг".

From the film of Muzaffar Erkinov: "Unique": "Бурнинг котта бўп кетади", "Отворадиган кўғирчоғинг бўлдимми энди?", "Туфлигимни чиройли кип тозалаб бер, укагинам", (Анвар), "Бу телефонни мен сизга оберганман", "Бор, омийсанми?"(Мафтуна), "Азгина", "сийним", "ўшанийчун" (Фотограф), "Калитти Сухробга бер" (Мафтунанинг отаси).

(Мазкур фильмни кузатар экансиз, Эшмат ота тилида умуман шева унсурлари учрамайди - бу борада "Қайси санъаткорлар тилида шева унсурлари кўпрок учрайди?" деган савол ҳам пайдо бўлади.)

Dilshod Akhmedov "Тўқликка шўхлик": Лайло: "Шу кўйлакди кийишни холагандим", "Кўчадан кемийди", "Гаплашиб олишимиз керай", "Қорайиззи кўрмий"; Алишер: "Тинчлийми?", "Муҳайё

қисам", "Нима деб ўйласанг, уйлувур", "Ўзим қўнғироқ қивораман"; Шерзод: "Ҳар бир ишшинг жовоби бор?"; Ҳусноро: "Ҳово алмаштирамиз".

Jahongir Foziljonov's film: "Hello, Natasha": "... кизга уйланвоссанми?", "Нима кивоссан бўтта?", "Поез кевотти", "Адам минам ойимми жахллари сал ёмон", "Нега урвос", "енги нарсамиз йўғу", "опчикиб ташийман", "Утта ашуламас, табрик бувотти", "Бошши ачтиб юборди", Наташа: "Турмийман шеттан".

Studio Zaminfilm "The Life is bitter" (Jahongir Foziljonov) "Бахром қивотти", "Вагзалга кеп турларинг", "Сан мани сўтак девоссанми", "Вашше чақиб ташийман", "кимми тойчоғи бу?", "Бир катайса қиларканмиз-да".

There are many these kind of examples. However, Article 16 of the Law of the Republic of Uzbekistan on State Language states that "TV and radio broadcasts are conducted in the state language as well as in other languages." Every television program and movie is a mirror of the Uzbek literary language.

Nowadays, in our Uzbek cinemas Tashkent dialects plays the chief role, thus it is not literary language, but in contrary dialect. In fact, the Law "On the State Language" establishes that "the existing scientific rules and norms of the Uzbek literary language in the official language of the official language (Art. 7) are justified."The language of today's films, as cited above, is not an example for both the audience and the reader.

In addition, the words of the characters, the emotion of the characters, the irresistible bitterness are swirling in the heroic speech. Authors and directors focus on the modernity of words (phrases) rather than on the content of scripts. It is true that their speech plays an important role in highlighting the character of the times and heroes in the fiction. But the sheer elements of today's heroic speech do not serve it!

Given the fact that such films have a large audience, this is a serious concern for the younger generation. It is useless to talk about raising the spirituality of the nation, upbringing a complete personality, without giving the right direction to shape the literary language of the nation.

6. CONCLUSION

Cinema is a community-oriented language. It may not follow the standards of literary language. Cinema is one of the means of controlling the national language of the nation, as the people watch the cinema itself, mastering the norms of literary language. It is also worth noting that following the language rules in cinema, the use of unique and attractive words in our language are the following:

- 1) Contributes to the development of Uzbek national cinema;
- 2) Preserves the beauty and glamour of the Uzbek literary language;
- 3) Serves as a tool for the widespread dissemination and promotion of the Uzbek literary language

"The best of languages is the master of words, the best of words is the words that are known and thought out in the end." (Avloni). We hope the cinema language will be among such languages.

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